

# New Order

**Agency:** Mundy Katowitz Media  
**Office:** Washington  
**Client:** 321 - Priorities USA Action  
**Product:** 340 - Issue  
**Piggyback Product:**  
**Estimate:** 1566 - Priorities USA Action TV & Cable 10-23 to 10-29

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 8/24/2012 9:25:32 AM

**Flight Start:** 10/23/2012  
**Flight End:** 10/29/2012  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2265029  
**Status:** New

**Airtime Dollars:** \$64,950.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$64,950.00  
**Total Spots:** 43

**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/23	10/24	10/25	10/26	10/27	10/28	10/29	Total Spots	Rtg	CPP	Imp	CPM
1	TUWThFM 6A-7A GOOD-WASH 600A<	EM	\$1,000.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
2	TUWThFM 7A-9A GD MRN AMR- ABC<	EM	\$1,800.00	C	30	1	1	1	1	0	0	1	5	0	\$0.00	0	\$0.00
3	Sa 7A-8A GMA SAT	WK	\$850.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
4	Su 8A-9A GMA SUN	WK	\$750.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
5	TUWThFM 9A-10A LIVE WITH KELLY<	DT	\$900.00	C	30	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00
6	TUWThFM 10A-11A RACHAEL RAY<	DT	\$800.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
7	TUWThFM 11A-12P VIEW-ABC<	DT	\$1,300.00	C	30	0	1	1	0	0	0	1	3	0	\$0.00	0	\$0.00
8	TUWThFM 12P- 12:30P ABC7 NWS AT 12AVG. ALL WKS	DT	\$1,200.00	C	30	1	1	1	1	0	0	1	5	0	\$0.00	0	\$0.00
9	TUWThFM 12:30P- 1P MILLIONAIRE	DT	\$900.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00

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Flight End: 10/29/2012

Received in ePort: 8/24/2012 9:25:32 AM

Line	Daypart	DPT	Code	Rate	C/T	Len								Total					
No	(Program)						10/23	10/24	10/25	10/26	10/27	10/28	10/29	Spots	Rtg	CPP	Imp	CPM	
10	TuWThFM 1P-2P CHEW-ABC<	DT	\$900.00	C	30	0	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00	
11	TuWThFM 3P-4P ANDERSON	EF	\$1,200.00	C	30	1	0	0	0	1	0	0	0	2	0	\$0.00	0	\$0.00	
12	TuWThFM 4P-5P KATIE	EF	\$1,700.00	C	30	0	1	0	0	0	0	0	1	2	0	\$0.00	0	\$0.00	
13	TuWThFM 5P-6P ABC7 NWS AT 5<	EN	\$1,800.00	C	30	1	0	1	0	0	0	0	0	2	0	\$0.00	0	\$0.00	
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<	EN	\$2,000.00	C	30	0	1	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
15	TuWThFM 6:27P-6:30P ABC7 NWS AT 6<	EN	\$3,500.00	C	30	0	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
16	Su 6P-7P ABC 7 NEWS	PT	\$1,600.00	C	30	0	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00	
17	TuWThFM 7P-7:30P WHEEL-FORTINE<	PT	\$4,000.00	C	30	1	0	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
18	TuWThFM 7:30P-8P JEOPARDY<	PT	\$5,000.00	C	30	0	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
19	Sa 7P-7:30P WHEEL-FORTUNE	PT	\$1,800.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00	
20	Sa 7:30P-8P JEOPARDY	PT	\$1,800.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00	
21	TuWThFM 11:35P-12:05A NIGHTLINE	RT	\$1,700.00	C	30	0	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00	
22	Su 11P-12A ABC7 NEWS	LF	\$1,600.00	C	30	0	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00	
23	Sa 12:05A-1:05A CASTLE	RT	\$450.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00	
Total Spots:							6	8	9	6	4	3	7	43					
Total GRP:							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Cash\$ - Spots: \$64,950.00 - 43							Trade\$ - Spots: \$0.00 - Total Cost: \$64,950.00							Total CPP/CMP: \$0.00					

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Priorities USA Action

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ~~ISSUE~~ ADVERTISER**

\_\_\_\_\_  
Date                                            Signature                      \_\_\_\_\_  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

                      B. Monares                      AE  
Signature                      Printed Name                      Title



WJLA Washington  
**MAKEGOOD NOTICE**

**TO : Casey Bessette**  
**FROM : Barbara Monares**  
**DATE : 8/27**

**CLIENT : Priorities USA Action Est 1566**

*I apologize for the inconvenience.*

**Pre-Empt:**

<b>Date</b>	<b>Time</b>	<b>Program</b>	<b>Spot(s)</b>	<b>Length</b>	<b>Spot Cost</b>	<b>Total Cost</b>
23-Oct	7p-730p	Wheel of Fortune (not running due to Battle ground VA News Special)	1	:30	\$4,000	\$4,000
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
<b>TOTAL</b>			<b>1</b>			<b>\$4,000</b>

**Makegoods**

<b>Date</b>	<b>Time</b>	<b>Program</b>	<b>Spot(s)</b>	<b>Length</b>	<b>Spot Cost</b>	<b>Total Cost</b>
23-Oct	7p-730p	Battleground Virginia News Special	1	:30	\$4,000	\$4,000
				:30	\$0	\$0
					\$0	\$0
					\$0	\$0
						\$0
						\$0
<b>TOTAL</b>			<b>1</b>			<b>\$4,000</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**